

# Digital Marketing

**Q.P. Code: 00001042**

**[Time: 03.00 Hrs]**

**[ Marks:60 ]**

Please check whether you have got the right question paper.

- N.B:
1. Q.1 is compulsory and carries 20 Marks.
  2. Attempt any four questions from Q.2, Q.3, Q.4, Q.5, Q6 and Q7. Each of these questions carry 10 Marks.
  3. Figures to the right indicate full marks.

**Q.1 Choose the correct option: (20)**

01. \_\_\_\_, social media, mobile apps, and other digital channels are all examples of digital marketing used by companies and companies.

- A. Search Engines
- B. Websites
- C. Emails
- D. All of the above

02. Which of the following is the correct depiction of Digital Marketing?

- A. Email Marketing
- B. Social Media Marketing
- C. Web Marketing
- D. All of the above

03. The buying process starts when the buyer recognizes a \_\_\_\_

- A. Product or Service
- B. Shop or Market
- C. Need or Problem

D. Money or Status

04. What does SEO stand for?

- A. Search Engine Optimal
- B. Social Engine Optimal
- C. Search Engine Optimization
- D. Social Engine Optimization

05. What is the full form of SEM?

- A. Social Engine Marketing
- B. Search Engine Marketing
- C. Search Engine Management
- D. Social Engine Management

06. Micro-blogging can be defined as \_\_\_\_\_.

- A. Mobile related blogs
- B. Blogs posted by companies instead of an individual
- C. Blogs encompass limited individual posts, which are typically limited by character count.
- D. Blogs posted by third party

07. Which of the following is NOT a type of PPC ad?

- A. Text Ads
- B. Display Ads
- C. Video Ads
- D. Audio Ads

08. \_\_\_\_\_ is the process of marketing accomplished or facilitated via the use of internet technologies (e.g. web, email, intranet, extranets).

- A. Internet marketing
- B. Search marketing
- C. E-marketing
- D. Mobile marketing

09. Which of the following is the most common delivery channel for mobile marketing?

- A. text
- B. voice call
- C. graphic
- D. Search engine marketing

10. Digital marketing is becoming very popular due to the?

- A. increase in internet users
- B. increase in mobile phone users
- C. increase in digital content consumption
- D. All of the above

11. \_\_\_\_ are used in digital marketing.

- A. Electronic devices
- B. Internet

- C. Both A and B
- D. None of the above

12. Using \_\_\_\_\_, you improve your site's structure and content and conduct promotional activities to enhance your ranking on search engines.

- A. Search Engine Optimization
- B. Social Media Marketing
- C. Social Media Optimization
- D. Search Engine Marketing

13. \_\_\_\_\_ contain meta tags that contain information about their content.

- A. Pages
- B. Sites
- C. Portals
- D. Browsers

14. What is the full form of SMO?

- A. Social Media Optimal
- B. Search Media Optimal
- C. Search Media Optimization
- D. Social Media Optimization

15. Which of the following is the most important metric to track email marketing?

- A. CTR
- B. Open rate
- C. Click rate
- D. All of the above

16. More free users leads to \_\_\_\_\_?

- A. At More Ad Revenue
- B. Less Ad Revenue
- C. No change in Ad Revenue
- D. None of the above

17. Dividing the market based on age, income, educational qualification, is known as

- A. profile
- B. census
- C. target audience
- D. demography

18. Any device or word that identifies the origin of the product, the manufacturer details etc is known as

- A. trade name
- B. brand name
- C. trademark
- D. identity

19. What is true about 2D barcodes?

- A. barcodes cannot scan vertically
- B. barcodes cannot scan horizontally
- C. A mobile user can scan barcodes in the environment to access associated information.
- D. Both B and C

20. The local ad server was first urbanized and introduced by Net Gravity in January 1996 for delivering online advertising at major publishing sites such as \_\_\_\_\_ and guide.

- A. Google.
- B. Microsoft.
- C. Yahoo!
- D. Intel Corporation

**Q.2 Any two from (a) or (b) or (c): (10)**

- (a) Explain the various types of digital media.
- (b) “Digital marketing is not dying, it is evolving” - Comment.
- (c) Explain the recent trends in the field of digital marketing.

**Q.3 Any two from (a) or (b) or (c): (10)**

- (a) What is behavioral targeting? Explain the benefits attached to this type of targeting.
- (b) Explain the Role of digital media in consumer decision making. Support your answer with the help of examples.
- (c) Highlight the consumption pattern of customers. Highlight the factors which affect his/her decision making.

**Q.4 Any two from (a) or (b) or (c): (10)**

- (a) Explain the need of SEO. What are the strategies of Search Engine Optimization?
- (b) Write a note on Integration with Google Analytics.
- (c) What is Search Engine Marketing? Explain the need and importance of SEM.

**Q.5 Any two from (a) or (b) or (c): (10)**

- (a) What is Social Media Marketing? Explain the strategies with the help of a few examples.
- (b) Explain the various types of video advertising.
- (c) Describe the process of creating a campaign on social media.

**Q.6** Any two from (a) or (b) or (c): **(10)**

- (a) What is the concept of Cost Per Thousand Impression? How does it work?
- (b) Write down the types and challenges involved in Email marketing?
- (c) Highlight the market size and the growth factors in the field of mobile marketing.

**Q.7** Any two from (a) or (b) or (c): **(10)**

- (a) What is the use of e-tailers for promotion and distribution of brands? Does it work?
- (b) Explain the concept and salient features of Gamification?
- (c) Highlight the various strategies used by E-commerce players in the field of digital marketing.

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